

CONSTRUCTION is now under way on the first unit of Southern California Edison company's Alamosa steam station east of Long Beach. The first 160,000 kilowatt generating unit is scheduled for operation in November of

1956 and will cost approximately \$24,000,000. When ultimately completed with four such units, this one Edison plant will produce some 25% more energy annually than the annual total firm energy output of Hoover Dam.

Edison Company 6th Largest Utility Firm In Country

The tremendous progress in the Torrance area is overlooked in the day to day rush of getting things done, said G. L. Blanchard, Southern California Edison Company district manager. Blanchard commented that even the legendary Paul Bunyan would be hard put to equal the ten-year growth record of the area.

One excellent yardstick for measuring the growth and progress of any community is a comparative study of the electrical meters in service during a given time. In 1945 there were 4,108 electrical meters in service in the Torrance territory. Today there are more than 17,280 meters, which is an increase of over 300% since the

end of World War II. Growth Actually there has been a companion growth in almost every city and county within the Southern California Edison Company service territory. To grasp the extent of Edison's accomplishments in the decade since the war, consider that the company has supplied the additional electrical needs of over a million and one half new people in its service territory, and

this electricity had to be available before the growth could take place.

Last year Southern California Edison Company added more new customers to its lines than other electric utility company in the world. At the end of 1945 there were 670,463 electric meters connected to the company lines. Today this figure has soared to 1,263,375 meters, an increase of 88%. This was the fifth consecutive year that Edison has led the country in the customers gained. At the present time, in number of meters, the Edison Company is the sixth largest electric utility company in the United States.

Investments To meet the demands placed upon the system by this unprecedented growth, the Southern

California Edison Company instigated a post-war building and expansion program of which has already totaled more than \$570,000,000 and an additional outlay of approximately \$100,000,000 is now under construction or on the company's planning boards.

Another yardstick for measuring the progress of the company can be gained by a ten-year comparison of Edison's generating capacity. In 1945 the company's generating capacity amounted to 1,226,450 kilowatts. Today it is more than 2,331,420 kilowatts.

Supplying electric power to Edison's dynamic service territory—the company serves all or part of ten Central and Southern California counties—requires a vast network of generating, transmission and distribution facilities. At the present time the Edison Company system consists of twenty-five hydroelectric generating plants and eight steam and fuel powered generating plants.

Power Plants Edison's most recent source of electric power was put into operation in May of this year when the first 160,000 kilowatt unit of the El Segundo Steam Station came on the line. The second unit of this station is scheduled for completion by September of 1956, and when completed will represent an investment of approximately \$45,000,000.

Another new plant, the Alamosa Steam Station near Long Beach, will have four 160,000 kilowatt generating units, with the first unit scheduled for operation by approximately November of 1956.

An idea of the size and capacity of the Alamosa Steam Station can be determined from the fact that when completed the four units of this one plant alone will produce 25% more energy annually than the annual firm energy output of Hoover Dam.

Increased Investments Another indication of the growth of the Edison facilities can be gathered from the fact that in addition to new generating plants, during the past ten-year period the company's investment in substations of all kinds has increased by nearly \$88,000,000.

Similarly, in the construction of transmission and distribution lines, there has been a significant expansion. During the post-war period there has been a net increase of more than one thousand miles of transmission lines and nearly eight thousand miles of distribution lines.

Experts predict that by 1960 the population of the greater Los Angeles area will surpass Chicago and become the nation's second largest market. Based upon current growth figures, this area will pass New York by 1970 and be the largest market in the country. Southern California Edison Company is now planning and

Liberty To Hold Open House

Liberty Home Appliances, 1326 Sartori ave., is celebrating open house in its new store, Friday, August 10 from 10 a.m. till 9 p.m.

The public is invited to come and look around, and get acquainted.

There will be gifts, door prizes, and refreshments for all so come as you are and bring the family." Milt Isbell, owner of the store, stated.

building to meet the electrical needs of the area and help make this prospective growth possible.

New Office . . .

(Continued from Page 1)

2217 W. 174th st., the firm has expanded to include yards in Santa Monica and Monterey Park.

Concerned principally with the manufacture of building bricks, the local plant also produces a variety of tile. The plant is located right on its own source of raw materials. The 25-acre site contains first quality brick clay to a depth of 60 feet.

In the process of manufacture, the clay is mixed with other ingredients and then extruded through a brick making machine which presses out all air. The bricks are then cut and passed, via conveyor belt, into the drying yard.

The bricks are then allowed to dry naturally for a length of time determined by weather conditions. When a certain dryness has been reached, the

15,000 Homes Built By Milton Kauffman

Homes, more than 15,000 of them in the past ten years, have been both the principal business and the main enthusiasm of Milton Kauffman, founder of the Kauffman-Wilson construction company.

A pioneer builder in the city of Norwalk, Kauffman has also made his mark in the Torrance area. Developments in this region have included Southchester

VACATIONING

Miss Lucille Mannino, 3601 Clark avenue, Torrance, was a recent guest at the Dunes, Las Vegas, Nevada.

bricks are subject to artificial heat at temperatures of 1800 degrees Fahrenheit.

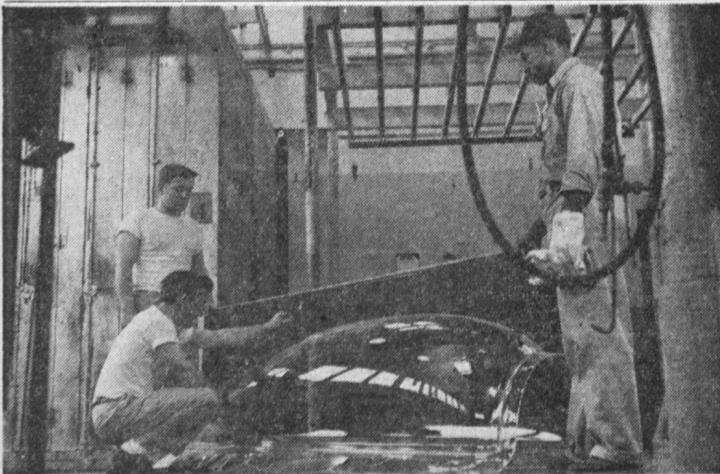
Gardens, El Camino Manor, Campus Manor, Southwest Park, Storybook Homes, Southwest Knolls.

One of the first to recognize the vast need for houses that would come with industrial development of the southwest, Kauffman considered the Torrance area ideal for working people. He noted its convenience to both Los Angeles and the beach cities, as well as Los Angeles International Airport and the many industrial plants surrounding it.

Associated with Kauffman over the past ten years, has been Don Wilson, now a partner in the firm. Wilson works closely with Kauffman in supervising every phase of building and merchandising of thousands of houses each year.

Dominguez Estate Company

Dominguez Water Corporation



COCKPIT CANOPY . . . North American Aviation's Torrance plant, which is completely devoted to plastic work of one type or another, produces cockpit canopies for F-86

Sabre jet planes. The NAA plane became famous during the Korean conflict when it successfully engaged the high-powered Russian-built MIG 15s.

Plastic Aircraft Parts Made at Local Plant

Adapting the versatile products of the young, post-war plastics industry to new and ingenious uses in supersonic jet aircraft is the main task of North American Aviation's Torrance Facility at 2321 Abalone Ave.

Leased in 1948 by the aircraft manufacturer, the building contains 150,000 square feet of floor area. The facility has increased its operations steadily, and now employs nearly 400 workers with an estimated annual payroll of more than \$2,000,000.

Familiar The materials being adapted there for use in modern jet planes are familiar to most housewives in the form of plastic dishes, draperies, sink tops, and other kitchen aids. Known technically as acrylics, phenolics, and fibreglass, they may play a vital role in the intercontinental flight of guided missiles in tomorrow's air age.

Today, they are serving the requirements of strength and lightness of weight demanded by supersonic flight in such famous jet airplanes as the F-100 Super Sabre, holder of the official world speed record of 753.149 mph; the F-86D, the nation's first and only one-man all-weather interceptor; the F-86H and F-86F Sabre Jet fighter-bombers, and the F-86K Sabre Jet interceptor for NATO countries.

Cost-Saving Along with the ingenious use

Population . . .

(Continued from Page 1)

should surpass the 100,000 mark "nicely" by 1960.

The city, he maintains, has a potential of 150,000 population.

Characteristic of the Torrance population is that it consists chiefly of young families.

Population-wise Torrance is now in seventh place in Los Angeles county, according to the city manager's figures.

It is surpassed by the cities of Los Angeles, Long Beach, Pasadena, Glendale, Burbank, and Santa Monica.

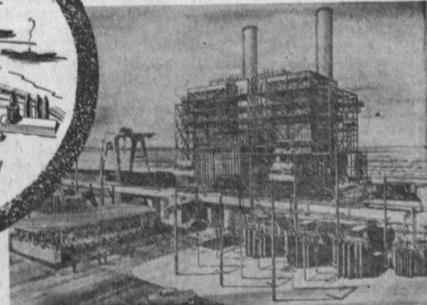
of plastics for weight-and cost-saving in today's aircraft, similar developments have been made at North American's Torrance Facility in the use of metal honeycomb. This structure combines, as its name implies, lightness with bulk, and is fantastically strong in the bargain.

Southern California Edison Company serves—



Southern California, with its unprecedented expansion in all fields, has become the new business and industrial capital of the West. It is the land of today—and the future.

More and more electricity is necessary in our homes, offices, factories and farms to make such growth possible. For sixty years Edison has supplied customers in the Southland with that vital electric service, and since 1945 the company has spent more than half a billion dollars for new plants, lines and stations to serve this dynamic territory. Still more Edison facilities are on the way today for the future which is now in the making.



Southern California Edison's New 320,000 Kilowatt El Segundo Steam Station. First unit completed May, 1955—Second unit to be completed September, 1956.



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